

ABSTRACT OF THE DISCLOSURE

A display drive device is provided that comprises a drive circuit for driving a display unit in which pixels are formed, a nonvolatile storage circuit for storing screen information indicating a position of a pixel to be driven in the display unit, a control circuit for reading the screen information from the nonvolatile storage circuit, and a drive setup circuit for setting a position based on the screen information read by the control circuit in the drive circuit. The display drive device may also comprise a nonvolatile storage circuit for storing setup information to change a drive voltage to be supplied to the drive circuit, a control circuit for reading the setup information from the nonvolatile storage circuit at predetermined intervals, and a voltage supply circuit for supplying a drive voltage based on the setup information read by the control circuit to the drive circuit.